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Understanding Customer Needs

Lecture 4 – Capstone

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Hierarchy of Human Needs

From Maslow, Psych. Rev. vol. 50, 1943

1. **Physiological:** Thirst, Hunger, Sleep, and Shelter.
2. **Safety & Security:** Protection from Danger, Deprivation, and Threat.
3. **Social:** Love and Esteem by Others. Belonging to Groups, Group Identify, and Self Acceptance.
4. **Psychological:** Self-Esteem, Self-Respect, Accomplishment, and Recognition.
5. **Self-Fulfillment:** Realization of Potential through Self-Development, Creativity, and Self-Expression.

Maslow in Design Thinking

Name a Product or Service for Each of the Following

- **Physiological**: If designing a product related to health or nutrition, ensure it meets basic physiological needs.
- **Safety & Security**: For security-related products, focus on features that enhance safety and reliability. Safety should always be a concern for nearly all products and services.
- **Social**: Products or services that foster community or social interaction can address these needs. What are the needs of the target community?
- **Psychological**: Consider how your design can enhance users' self-esteem or provide them with recognition. Does the product enable the customer/user to accomplish things?
- **Self-Fulfillment**: Focus on how the design can support personal growth, creativity, and achieving goals.

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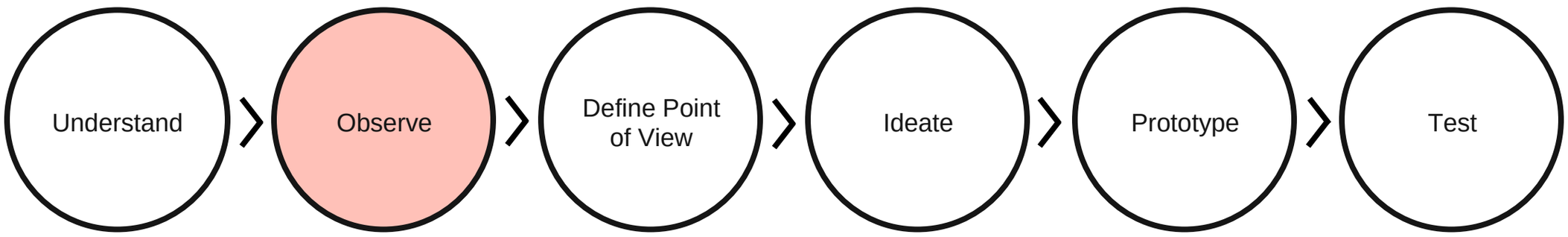
What are Customers?

“One that purchases a product or service” - Webster

User: anyone who receives or uses what an individual or organization provides.

- **Design Thinking User Categories:**
  1. **End Users:** The individuals who will directly use the product or service.
  2. **Secondary Users:** Those who may interact with the product indirectly or occasionally.
  3. **Stakeholders:** Individuals or groups who have a vested interest in the design's outcome but may not use the product directly (e.g., business owners, regulators).



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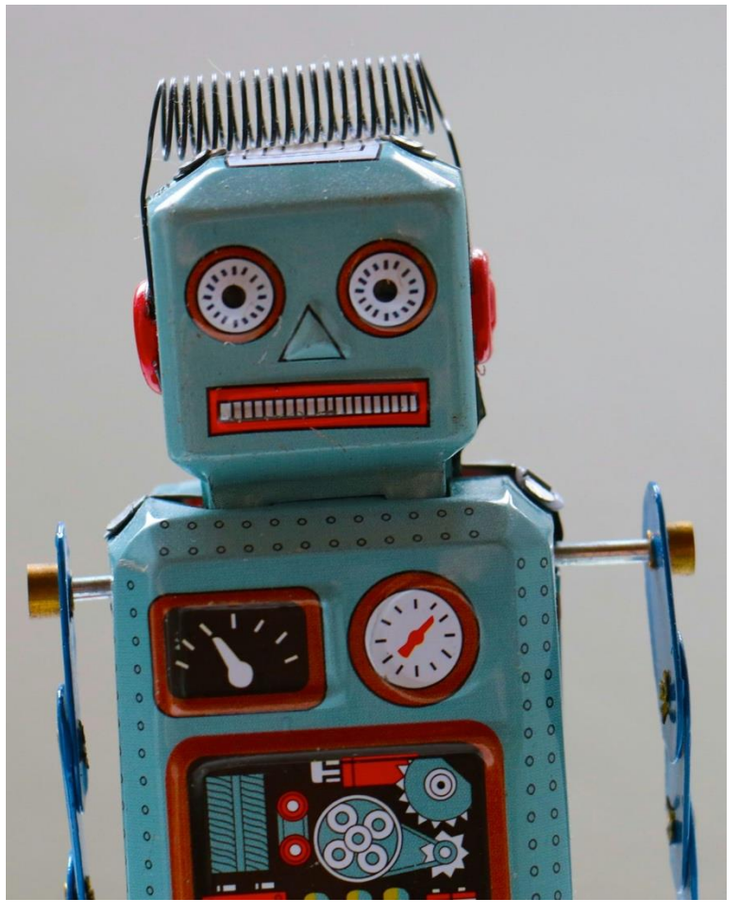
Customer vs. End Users

Aren’t they the same thing?

- **Not all customers are end users!**
- Action Figures, School Supplies, Breakfast Cereal
  - Customer: Parents
  - User: Children
- Birthday & Holiday Gifts
  - Customer: Gift Giver
  - User: Gift Receiver
- CAMs, OASIS, Workday, Canvas
  - Customer: Florida Polytechnic University
  - User: Faculty, Staff, and Students



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Customer/User Context

Design Context Defines Customers & Users

- Lumber, Power Tools, Garden Plants (From a Distributer)
  - Customer: Home Depot, Lowes, Ace
  - User: Homeowners, Construction Workers
- Lumber, Power Tools, Garden Plants (From a Hardware Store)
  - Customer: Homeowners, Construction Workers
  - User: Homeowners, Construction Workers

Stakeholders

Outside Influence into Design

1. **Users:** anyone who receives or uses a product or service.
2. **Customers:** One that purchases a product or service.
3. **Sponsors:** Those who financially support a project.
4. **Team Members:** Their knowledge is vital for design success.
5. **Investors:** Those with vested interest in the outcome of design.
6. **Regulators:** Organizations/Agencies that define the rules.
7. **Community:** Those who may inadvertently be affected.
8. **Competitors:** React and respond to disruptive design.

9. **Others?**

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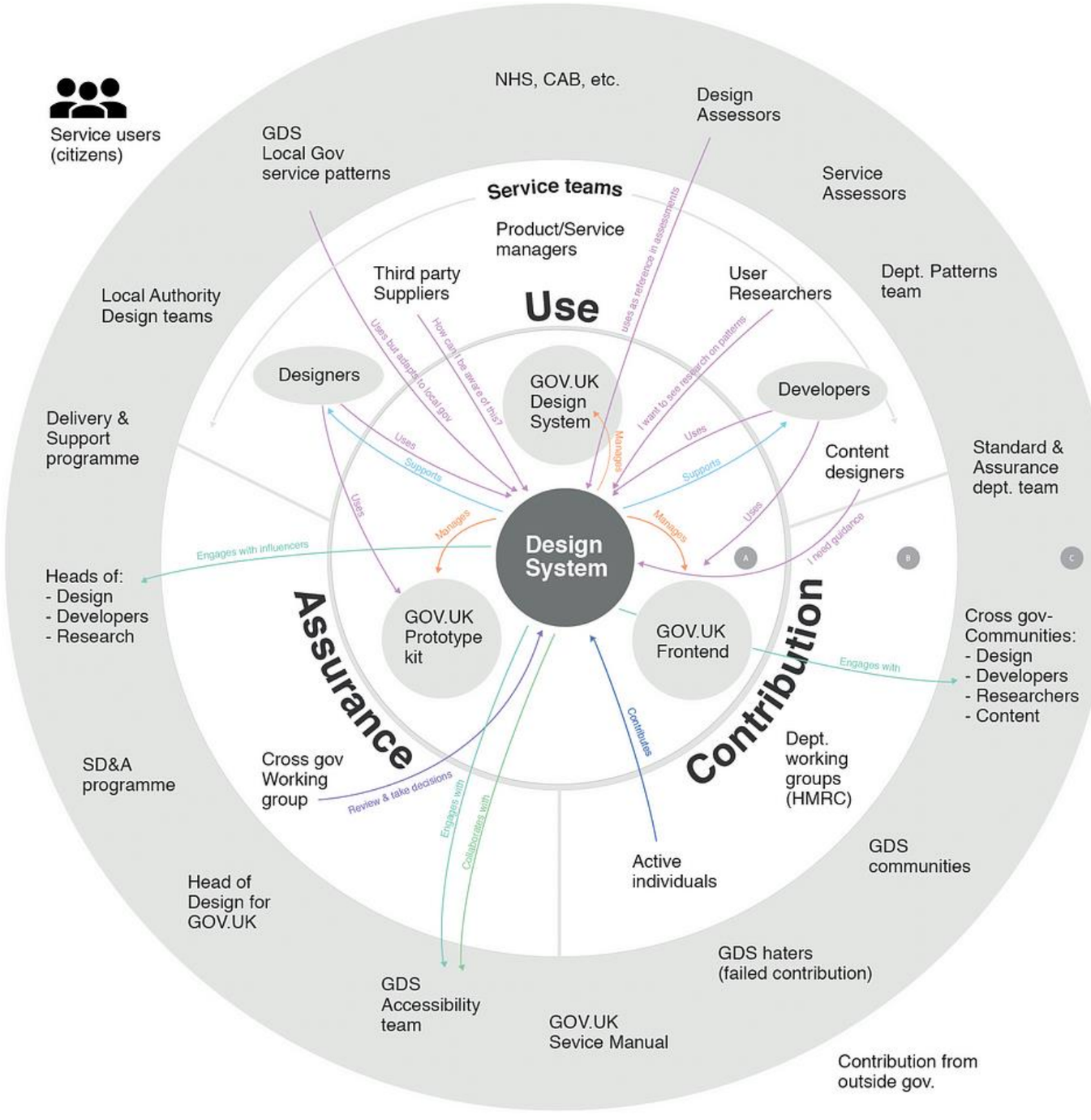
Stakeholder Map

Like a Mind Map!



GOV.UK Design System Stakeholder map

Draft V1
05/10/2017

This map was co-created by the Design System team on a service mapping session. It shows direct and indirect stakeholders and their relationship with the service.

RELATIONSHIPS

- Supports — NAME
- Contributes — NAME
- Review & decides — NAME
- Uses — NAME
- Engage with — NAME
- Collaborate with — NAME
- Manages — NAME

LEGEND

- A — Core group & products
- B — Direct stakeholders
- C — Indirect stakeholders

Created by Ignacia Orellana

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Interviews 1

The Most Common Types

- **Structured Interviews:**
  - Follow a predefined set of questions.
  - Ensures consistency across multiple interviews.
  - Useful for gathering quantifiable data.
- **Semi-Structured Interviews:**
  - Combines a set of predefined questions with the flexibility to explore new topics that arise during the conversation.
  - Allows for a deeper exploration of customer needs.
- **Unstructured Interviews:**
  - No predefined questions; the conversation flows naturally based on the interviewee’s responses.
  - Ideal for discovering unexpected insights and exploring complex topics.

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Interviews 2

The Less Common Types

- **Contextual Interviews:**
  - Conducted in environment where the product or service is used.
  - Provides insights into real-world usage and environmental factors affecting the customer experience.
- **Ethnographic Interviews:**
  - Interviews with observation of customers in their environment.
  - For understanding customer behaviors, culture, and context.
- **Phenomenologically-Based Interviews:**
  - Focuses on understanding the essence of users' lived experiences and how they perceive specific phenomena.
  - Encourages participants to describe their experiences in detail, capturing the nuances of their thoughts, feelings, and emotions.

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Focus Groups

Collaborative User Insight

- A qualitative research method where a **small group** of participants is brought together to discuss their **perceptions**, **opinions**, **beliefs**, and **attitudes** about a product or service.
- **Validating Assumptions:** Helps to confirm or challenge assumptions about user needs and behaviors in a real-time group discussion.
- **Diverse Perspectives:** By including participants from different backgrounds, focus groups can provide a variety of viewpoints, helping to identify potential market segments or user personas.
- **Observing Non-Verbal Cues:** Provides an opportunity to observe body language and group dynamics, which can offer additional insights into user attitudes and feelings.
- **Scenario Exploration:** Participants can be presented with hypothetical scenarios to discuss how they might react or what they would prefer, helping to envision how the product or service might be used in real-life situations.

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Customer Complaints

★☆☆☆☆

- Sources:
  1. Online Reviews/Ratings
  2. Social Media
  3. Returns & Refunds
  4. Community Forums

"Suggestion Box"

- Identification of Pain-Points: Customer complaints help pinpoint specific issues or features causing dissatisfaction, guiding designers toward necessary adjustments.
- User Expectations: Complaints often reveal gaps between what customers expect and what they experience, providing valuable information to align design with user needs.

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Surveys

Best Practices for Good Feedback

- **Define Clear Objectives:** Start by clearly defining the goals of the survey. Understand what information you need and why.
- **Know Your Audience:** Tailor the survey to the target audience. Use language and terminology that is appropriate and understandable for them.
- **Use a Mix of Question Types:** Include a variety of question types, such as multiple-choice, Likert scales, and open-ended questions, to capture different types of information.
- **Pilot Test:** Before launching, test the survey with a small group.
- **Respect Ethical Considerations:** Ensure that the survey complies with ethical standards, including obtaining informed consent and respecting respondents' privacy.

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Survey Case Study

Language, Memory, and Survey Questions

- 45 Participants were shown 7 films of a traffic accident.
- After the film, participants completed a survey after watching.
- ***About how fast were the cars when the _____ each other?***

1. *Hit*
2. *Smashed*
3. *Collided*
4. *Bumped*
5. *Contacted*

Loftus, Elizabeth F., and John C. Palmer. "Reconstruction of automobile destruction: An example of the interaction between language and memory." Journal of verbal learning and verbal behavior 13.5 (1974): 585-589.

TABLE 1

SPEED ESTIMATES FOR THE VERBS USED IN EXPERIMENT I

Verb	Mean speed estimate
Smashed	40.8
Collided	39.3
Bumped	38.1
Hit	34.0
Contacted	31.8

Customer Journey Map

What Does your Customer Actually Experience?

Sarah

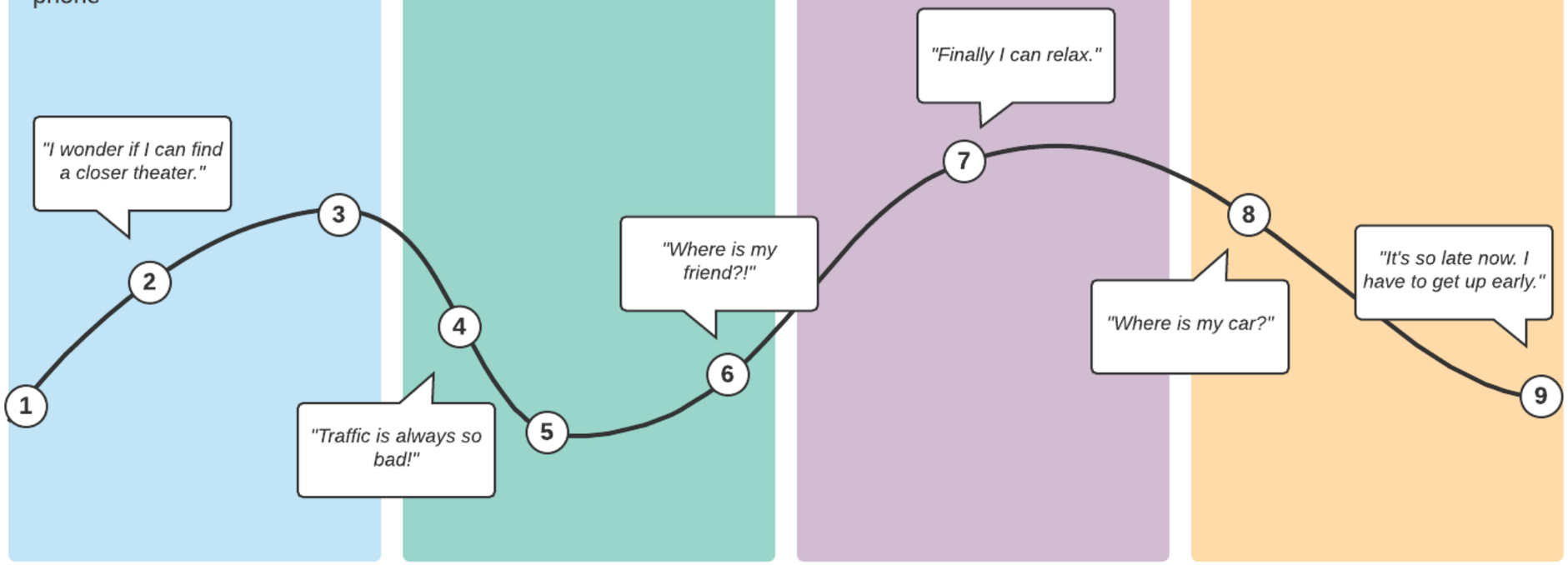
Scenario

Sarah is going to the movies. She is excited to go out for the night and will meet her friend at the theater.

Expectations

- Great movie
- Friendly staff
- Good seat

Decide	Travel	Experience	Return
1. Looks up movies on phone 2. Decides which movie to see and which theater to go to 3. Buys ticket online from phone	4. Drives to movie theater 5. Stands in line and buys popcorn 6. Finds seat next to friend	7. Watches movie	8. Exits theater 9. Drives home



https://www.lucidchart.com/blog/how-to-build-customer-journey-maps

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More Tools/Methods

If You Want to Learn More

- Ask 5x Why: Understanding a Problem Deeply
- 5W + H: Who, What, When, Where, Why, + How
- Empathy Map: Understanding Customer/User Feelings & Context
- Persona Profile: To Learn About Motivations, Values, Fears, etc.
- AEIOU: Activities, Environments, Interactions, Objects, Users
- Peer Observation: Natural and Inconspicuous Need Gathering

- Green's CNA: Research on Customer Needs Assessment
  - Green, Matthew G., Palanisamy Kuppuraj Palani Rajan, and Kristin L. Wood. "Product usage context: improving customer needs gathering and design target setting." International Design Engineering Technical Conferences and Computers and Information in Engineering Conference. Vol. 46962. 2004.

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Questions?

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